

POSITION DESCRIPTION

DOA-15302 (C07/2015)
PREVIOUSLY OSER-DMRS-10
State of Wisconsin
Department of Administration/Division of Personnel Management

Rvsd 2/27/19

1. Position No. 314538		2. <u>Cert</u> / Reclass Request No. 19-8138 Effective:	3. Agency No. 566
4. NAME OF EMPLOYEE		5. DEPARTMENT, UNIT, WORK ADDRESS Wisconsin Department of Revenue Lottery Division Retailer Relations & Sales Bureau Retailer Management Section Key Accounts 2135 Rimrock Road Madison, WI 53714	
6. CLASSIFICATION TITLE OF POSITION Lottery Services Specialist - Senior			
7. CLASS TITLE OPTION (to be filled out by Human Resources Office)		8. NAME AND CLASS OF FORMER INCUMBENT Dustin Coyle, Lottery Customer Serv Spec-Senior	
9. AGENCY WORKING TITLE OF POSITION Key Account Representative		10. NAME AND CLASS OF EMPLOYEES PERFORMING SIMILAR DUTIES David Lisowski, Lottery Customer Serv Spec-Senior	
11. NAME AND CLASS OF FIRST-LINE SUPERVISOR Tom Hornung Retailer Management Section Chief		12. FROM APPROXIMATELY WHAT DATE HAS THE EMPLOYEE PERFORMED THE WORK DESCRIBED BELOW?	
13. DOES THIS POSITION SUPERVISE SUBORDINATE EMPLOYEES IN PERMANENT POSITIONS? Yes [] No [X] IF YES, COMPLETE AND ATTACH A SUPERVISORY POSITION ANALYSIS FORM			
14. POSITION SUMMARY – PLEASE DESCRIBE BELOW THE MAJOR GOALS OF THIS POSITION:			

SEE ATTACHED

15. DESCRIBE THE GOALS AND WORKER ACTIVITIES OF THIS POSITION

- GOALS: Describe the major achievements, outputs, or results. List them in descending order of importance.
- WORKER ACTIVITIES: Under each goal, list the worker activities performed to meet that goal.
- TIME %: Include for goals and major worker activities.

TIME %

GOALS AND WORKER ACTIVITIES

(Continue on attached sheets)

SEE ATTACHED

16. SUPERVISORY SECTION - TO BE COMPLETED BY THE FIRST LINE SUPERVISOR OF THIS POSITION

- a. The supervision, direction, and review given to the work of this position is [] close [] limited [X] general.
- b. The statements and time estimates above and on attachments accurately describe the work assigned to the position.

Signature of first-line supervisor _____ Date _____

17. EMPLOYEE SECTION - TO BE COMPLETED BY THE INCUMBENT OF THIS POSITION

I have read and understand that the statements and time estimates above and on attachments are a description of the functions assigned my position.

Signature of employee _____ Date _____

18. Signature of Human Resources Manager _____ Date _____

POSITION SUMMARY (Line 14)

Under the general supervision of the Retail Management Section Chief, this position is responsible for the advanced sales and marketing of Lottery games to major national/regional corporate groups (Key Accounts), comprised of owned and franchised retail outlets. This position provides individual customer service focus to approximately 35 plus key customer groups that represent approximately 20% of Lottery ticket sales and can represent in excess of 575 retail locations (e.g. convenience stores, grocery stores, etc.).

This is a senior level position that develops, implements and maintains a complex Key Account program, which would include oral and written presentations to CEOs, Presidents, Vice Presidents and other senior managers at large corporations and businesses who sell more than \$500,000 in Lottery products at retail locations throughout the State. Professional presentations include sales performance information, product information, marketing techniques, technological opportunities, etc. that would increase revenues for both the customer and the Lottery. The position answers complex questions and provides detailed, technical and tailored information on an as-needed basis to these accounts. In addition to servicing these established accounts, this position is responsible for proactively recruiting multi-unit retailers to become Lottery sellers.

Special Requirements:

Valid Driver's License/Travel: This position requires a valid driver's license, and must qualify to drive a state fleet vehicle (e.g. have a minimum of 2 years licensed driving experience, be eighteen years of age, must not have three or more moving violations and/or at-fault accidents in the past two years, etc.), to be able to travel to customer locations both in state (e.g. 2 - 3 times a month) and out of state (as necessary). Some overnight travel is required.

Lifting: This position requires the ability to lift up to 40 pounds from the floor to table, or cart during a sales presentation with or without assistance.

TIME % GOALS AND WORKER ACTIVITIES (Line 15)

- 45% A. Planning, implementing and maintaining a statewide sales strategy for assigned Key Accounts and their retail outlets (e.g. convenience stores, grocery stores, etc.).
- A1. Develop, execute and monitor short and long-range Key Account sales plans and policies designed to increase Lottery ticket sales at assigned accounts.
 - A2. Communicate plans and progress against these plans to Retailer Management Section Chief.
 - A3. Maintain an ongoing, professional, multi-leveled communications network with executive level personnel of all assigned accounts, (i.e., Chief Executive Officer, President, Vice President, Marketing Manager, District Sales Manager, etc.).
 - A4. Communicate to all assigned accounts in advance of implementation any new Lottery sales programs or product introductions affecting their retail outlets to allow for maximization of sales through planning and effective communication.
 - A5. Serve as the liaison between the Lottery and corporate officials to maintain good public relations while increasing sales.
 - A6. Analyze and evaluate all Lottery policies and procedures as they relate to Key Accounts and work for modification, if necessary, to ensure Key Account participation and acceptance.
 - A7. Proactively recruit new corporate accounts to become new Lottery retailers.
 - A8. Participate in meetings about Lottery activities and voice ideas to improve Key Account interests as well as other sections of the Lottery.
 - A9. Resolve all Key Account product handling problems involving policies and procedures by working effectively with Lottery staff and Contractors.
 - A10. Maintain personal contact and keep current with Lottery industry Key Account programs, training, trends and share information with Lottery staff when appropriate.
 - A11. On an ongoing basis report to management sales assessments and status reports on Key Accounts.
 - A12. Coordinate Key Account programs with other Key Account staff.
 - A13. Utilize Lottery's sales customer service software (e.g. Gem Intelligence (LAPIS) and Lottery's vendor provided gaming system – currently International Game Technology (IGT) ES System) in a variety of ways (e.g. share messages with others, extract needed information for presentations, sign up the chains for short term incentives, track equipment, etc.)

- 40% B. Provision of tailored presentations, training sessions and sales goals for major corporate accounts to increase sales and gain their participation in the sale of all Lottery products.
- B1. Work closely with Lottery Research team and vendor representatives to analyze data related to national, regional, and local key accounts (RMI) to identify demographics, patterns, etc. of Wisconsin retailers
 - B2. Independently set sales objectives and sales goals for assigned accounts and communicate the goals to all appropriate staff.
 - B3. Provide information in a timely and appropriate manner to all Lottery staff that may be responsible for servicing the accounts.
 - B4. Customize training programs involving new products, policies, equipment, procedures and product information to meet the specialized needs of assigned accounts and the general needs of all Key Accounts.
 - B5. Create and present individualized sales reports and general strategies to increase ticket sales to Key Accounts.
 - B6. Monitor the implementation and success of sales goals, presentations, major product information programs and product training and report results to management.
 - B7. Plan and coordinate product demonstrations at Key Account retail locations to increase interest in the Wisconsin Lottery product line, and work with Lottery special events staff to maximize such events, when appropriate.
 - B8. Ensure that sales results from special sales or product information events are reported to Key Accounts and presented to motivate the account to a stronger commitment to marketing Lottery products.
 - B9. Analyze and resolve unique sales problems within the corporate accounts.
- 15% C. Performance of related Key Account Responsibilities.
- C1. Provide the Section Chief, Bureau Director and other Senior Lottery Managers with relevant Key Account sales data, statistics, progress and direction to incorporate into the overall Lottery Plan.
 - C2. Work professionally and tactfully to represent the Lottery in all contacts with corporate executives, retailers and the general public to maintain good working relationships and excellent public relations.
 - C3. Plan, coordinate, and represent the Lottery at new game launch events and major trade shows where Key Account participation is expected.
 - C4. Help facilitate at assigned accounts press conferences and other media requests involving Lottery including Special Events involving Key Accounts.
 - C5. Speak at public functions with the consent of the Lottery Division Administrator or at corporate team meetings when requested.
 - C6. Be an advocate for Key Accounts when matters of policy and procedures are discussed or developed at the Lottery.
 - C7. Prepare, coordinate, implement and facilitate Key Account training sessions at retailer conferences as requested.
 - C8. Act as liaison for your customers with all internal and external Lottery personnel.
 - C9. Act a back up to other Key Account Specialists.
 - C10. Correctly interpret and apply the rules, policies and regulations of the Wisconsin Lottery affecting Key Accounts.
 - C11. Manage changes of ownerships and HASF (Historical Agent Status Form) creation for new chain locations.
 - C12. Manage accounting inquiries from chain accounts.
 - C13. Maintain, edit, and add instant ticket game information and images in Gem Intelligence as needed.
 - C14. Create, post, and maintain content for Gem Intelligence News as needed.
 - C15. Other duties as assigned.

KNOWLEDGES, SKILLS AND ABILITIES

1. Ability to communicate effectively orally and in writing.
2. Ability to develop and carry out/conduct sales presentations to a wide variety of customers.
3. Knowledge of sales and marketing practices and customer service principles.
4. Ability to develop sales plans (e.g. customer specific, includes goals and benchmarks, etc.).
5. Ability to execute sales plans (e.g. communication, presentations, modification, measurement, etc.).
6. Skills in the use of Microsoft Office suite (Word, Excel, Powerpoint, Outlook).
7. Ability to use a sales customer service software (e.g. Gem Intelligence (LAPIS), and Lottery's vendor provided gaming system – currently International Game Technology (IGT) ES System).
8. Knowledge of research techniques and data analysis.
9. Knowledge of performance measurement concepts and principles.
10. Ability to work and complete tasks independently.
11. Knowledge of the lottery industry.
12. Knowledge of statutory requirements, state guidelines, and department policies and procedures relative to the Lottery.
13. Ability to develop and maintain effective working relationships with staff within the division, in other divisions, vendor staff, and a wide variety of customers.
14. Skills in organization and prioritization.
15. Ability to proactively recruit new corporate accounts to become new Lottery retailers.